

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

POLICY DEVELOPMENT GROUP - WEDNESDAY, 19 SEPTEMBER 2018

Report Title	RECYCLE MORE... FOR NORTH WEST LEICESTERSHIRE
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Purpose of report	To update the Policy Development Group on the development of a new campaign entitled Recycle more... The campaign's objective is to increase the district's recycling rate to 50% by 2020.
Council priorities	Green Footprints and value for money
Implications:	Full engagement with all key necessary stakeholders both externally and internally
Financial/Staff	The development of this new approach will be funded from existing budgets although a number of initiatives once identified will require additional funding
Link to relevant CAT	Green Footprints
Risk Management	Fortnightly project update meetings to ensure project is on track and achieving the required progress.
Equalities Impact Screening	None
Human Rights	None
Transformational Government	Ensuring the current in-house management of the refuse, recycling and garden waste collections are efficient, streamlined and best value for our customers, whilst achieving the maximum potential of income generation from the sales of recyclables.
Comments of Head of Paid Service	The report is satisfactory

Comments of Section 151 Officer	The report is satisfactory
Comments of Monitoring Officer	The report is satisfactory
Consultees	<p>Portfolio Holder for Community Services and Members.</p> <p>Internal services including the following teams - Communications, Facilities and Estates, Customer Services, Housing, Leisure, Development Control, Planning, Performance, Community Focus, Business Development, Grounds Maintenance and Environmental Protection.</p> <p>External contacts will include - WRAP (Waste and Resources Action Programme), Environment Agency (EA), parish/town councils, schools/colleges, housing associations e.g. East Midlands Housing, Waterloo Housing, volunteers groups e.g. Friends of Thringstone, recycling re-processors, and other local authorities within Leicestershire, including Leicestershire County Council.</p>
Background papers	Recycle more presentation to be presented to Members during this session
Recommendations	POLICY DEVELOPMENT GROUP NOTES THE PROCESS AND TIMELINE TO DEVELOP A NEW RECYCLING STRATEGY THROUGH THE RECYCLE MORE... CAMPAIGN AND ENGAGE IN THE CONSULTATION PROCESS

1.0 CONTEXT

- 1.1 A key task within the NWLDC (North West Leicestershire District Council) Delivery Plan 2018/19 is to develop a recycling strategy which encourages more households to recycle, increase dry recycling by 100 tonnes over the next 3 years and generate £500,000 by selling the dry recycling we collect. The Recycle more campaign will support and commit to the delivery of these 3 objectives.
- 1.2 The campaign's main aim is to increase the recycling rate from the current 46.7% to 50% by 2020. Over the last 5 years it's plateaued been between 46% and 47%.
- 1.3 North West Leicestershire (NWL) currently has the lowest recycling rate in Leicestershire excluding the City Council. However the district is only 1% behind Melton Borough Council and 1.2% behind Blaby District Council.
- 1.4 Nationally the reduction of plastic is being looked at following the success of the charging for carrier bags initiative. In addition the UK is required to achieve a national recycling rate of 50% by 2020 which is set by the EU. Whilst it's unknown how Brexit will affect the UK's obligation to meet this target, it is felt that this is an appropriate and achievable figure for the district.
- 1.5 As a result of the campaign, residents and other interested key stakeholders will be engaged to recycle more often and more materials through the existing kerbside recycling scheme. The campaign will provide a clear and comprehensive plan of actions including

continuous engagement and education with the residents of NWL to create a change in recycling behaviour and ultimately a culture shift.

- 1.6 Primarily the campaign will assist in reducing the volume of waste to landfill, whilst increasing material sent for recycling.
- 1.7 Another outcome of the campaign will be income generation. NWLDC successfully retained the value of its own recycling material from Leicestershire County Council (LCC) in April 2018 for 7 years. Therefore additional recycling collected will result in an increase of income which is in turn invested back into services provided by the council

2.0 TIMESCALES

- 2.1 The campaign is currently in its infancy and has completed a data gathering stage. This has involved determining the recycling participation of pre-selected streets in nearly every town/village/area of the district over two consecutive recycling collections.
- 2.2 These streets were selected using a multitude of indicators including; housing type, wards and economic status. The campaign is designed to run until at least the end of the 2020/2021 financial year, as the recycling participation will be measured to establish if NWL has successfully met a recycling rate of 50% by 2020.

3.0 POLICY DEVELOPMENT GROUP

- 3.1 A presentation will be made to the Policy Development Group highlighting the context and process for the development of the Recycle more... campaign.
- 3.2 The meeting will be used as an opportunity to commence the engagement process with members.
- 3.3 There will be further opportunities for members to be engaged as part of the consultation process.